

In the claims:

1. – 33. (Cancelled)

34. (New) A method for providing a plurality of services to a user of a vehicle telematics unit, the method comprising:

defining a plurality of user profiles, wherein each profile is contained in one member of a set of unique objects and is associated with a service in the plurality of services;

connecting the telematics unit to a service manager;

receiving a user request for one of the plurality of services from the user at the telematics unit;

transferring the request to the service manager;

at the service manager, retrieving an object containing a profile associated with the user and with the requested service;

including the retrieved object in a second service request to a service provider;

receiving a response to the second service request from the service provider, the response being tailored to the user based upon the profile contained in the retrieved object; and

sending the response from the service manager to the telematics unit for communication to the user.

35. (New) The method of claim 34 wherein each service in the plurality of services is coupled to the service manager through a management façade to provide uniformity in at least one of appearance or delivery of service.

36. (New) The method of claim 34 wherein at least one of the unique objects contains a profile controlling default service selection of the service manager.

37. (New) The method of claim 36 wherein the default service selection identifies a plurality of service requests.

38. (New) The method of claim 34 wherein the service provider is a content server.

39. (New) The method of claim 38, further comprising:  
developing content names relating to specific attributes of the service request;  
mapping the content names to multiple content providers;  
receiving, at the content server, data responsive to the content names and supplied by the respective content providers; and  
generating a list of structures containing the data, where a separate structure is generated for each content provider supplying the data.

40. (New) A system for providing a plurality of services to a user, the system comprising:

a plurality of user profiles, wherein each profile is contained in one member of a set of unique objects and is associated with a service in the plurality of services;

a service manager configured to i) receive a user request for one of the plurality of services, and ii) retrieve an object containing a profile associated with the user and with the requested service and include the retrieved object in a second service request;

a service provider configured to receive and to generate a response to the second service request, the response being tailored to the user based upon the profile contained in the retrieved object; and

a telematics unit configured to be operatively connected to the service manager and to receive the response from the service manager for communication to the user.

41. (New) The system of claim 40, further comprising a management façade coupling each service in the plurality of services to the service manager, the management façade configured to provide uniformity in at least one of appearance or delivery of service.

42. (New) The system of claim 40 wherein at least one of the unique objects contains a profile controlling default service selection of the service manager.

43. (New) The system of claim 42 wherein the default service selection identifies a plurality of service requests.

44. (New) The system of claim 40 wherein the service provider is a content server.

45. (New) The system of claim 44, further comprising multiple content providers configured to receive content names relating to specific attributes of the service request from the content server, and to send data responsive to the content names to the content server.

46. (New) The system of claim 45 wherein the content server is configured to generate a list of structures containing the data, where a separate structure is generated for each content provider supplying the data.